

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE OF THE WHOLE

Room 400, City Hall
Philadelphia, Pennsylvania
Monday, April 15, 2013
10:35 a.m.

PRESENT:

COUNCIL PRESIDENT DARRELL L. CLARKE
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN WILLIAM K. GREENLEE
COUNCILMAN JAMES KENNEY
COUNCILMAN DAVID OH

BILL NOS. 130178, 130179, 130180
RESOLUTION NO. 130190

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1 COUNCIL PRESIDENT CLARKE:

2 Good morning, everyone. This is the
3 public hearing of the Committee of the
4 Whole regarding Bill Numbers 130178,
5 130179, 130180, and Resolution Number
6 130190.

7 Ms. Lewis, please read the
8 title of the bills and resolutions.

9 MS. LEWIS: Bill Number
10 130178, an ordinance to adopt a capital
11 program for the six fiscal years 2014
12 through 2019, inclusive.

13 Bill Number 130179, an
14 ordinance to adopt a fiscal 2014
15 capital budget.

16 Bill number 130180, an
17 ordinance adopting the operating budget
18 for the fiscal 2014.

19 And Resolution Number
20 130190 providing for the approval by
21 the Council of the City of Philadelphia
22 of a revised five-year financial plan
23 for the City of Philadelphia, covering
24 fiscals year 2014 through 2018, and

1 incorporating proposed changes with
2 respect to fiscal year 2013, which is
3 to be submitted by the Mayor to the
4 Pennsylvania and to Governmental
5 Cooperation Authority, the Authority
6 pursuant to the intergovernmental
7 cooperation agreement authorized by the
8 ordinance of this council and approved
9 by the Mayor on January 3rd, 1992, Bill
10 Number 1563-A, by and between the City
11 and the Authority.

12 COUNCIL PRESIDENT CLARKE:

13 Thank you very much.

14 First up we will have the
15 Community College of Philadelphia.

16 MR. BURGHEISER: Good
17 morning, Council President Clarke and
18 Council members.

19 My name is Matt Burgheiser.
20 I chair the Board of the Trustees of
21 Community College of Philadelphia. I'm
22 joined here today by my fellow
23 trustees, Jeremiah White and
24 Stella Tsai.

1 In my nearly four years as
2 board member, my seven months or so as
3 board chair, I've come to see Community
4 College of Philadelphia as one of the
5 most important institutions in the
6 entire City. The mission of our
7 college isn't an easy one to fulfill:
8 To offer open access to higher
9 education for all who may benefit. It
10 means, by definition, that our
11 resources will always be stretched to
12 their limits to meet needs and
13 challenges that are best.

14 It also means that while
15 the region is home to more than 100
16 colleges and universities, Community
17 College of Philadelphia has a special
18 role in helping thousands of
19 Philadelphians seize new opportunities.

20 The Board of Trustees
21 thanks Mayor Nutter and City Council
22 for their continued support of the
23 college.

24 Despite our budget

1 challenges, we've made high-quality
2 education and student-centered services
3 our top priorities, but much of our
4 future hinges on what's done during
5 this critical budget period.

6 The City's financial
7 support is absolutely essential if the
8 college is to continue to meet
9 student's educational and training
10 needs and the business community's
11 demand for a highly skilled workforce.

12 Thank you for taking the
13 time today to discuss the Community
14 College of Philadelphia.

15 COUNCIL PRESIDENT CLARKE:
16 Thank you so much.

17 DR. CURTIS: Good Morning.
18 My name is Stephen Curtis, President of
19 Community College of Philadelphia. I
20 will not read the written testimony
21 that we submitted, but if I may, I'll
22 summarize four main points that I think
23 derive from that testimony, and then
24 we'll be glad to answer any questions

1 Council may have.

2 COUNCIL PRESIDENT CLARKE:

3 Thank you.

4 DR. CURTIS: I too want to
5 thank council for the support that
6 you've shown over the years. The
7 written testimony I think points to
8 four main focus areas: First, City
9 funding is a true investment, not just
10 in the college, but in the City and the
11 residents of the City, and we've
12 attempted in the written testimony to
13 give some specific highlights of the
14 results that come from that investment.

15 Without going into detail,
16 we list a series of examples around
17 successful student transfer to
18 baccalaureate programs. Every year we
19 expand those opportunities for our
20 students. If they complete the
21 associate degree program before
22 transferring, they begin as a junior at
23 a local college or university. If they
24 leave us before they have completed the

1 associate degree, then the courses
2 transfer, and we work extremely hard to
3 make sure that that transition is as
4 smooth as possible. Again, there are
5 several examples in the written
6 testimony.

7 We also highlight in the
8 written testimony the important
9 programs and the relationship that we
10 have with K through 12, schools across
11 the City. One of our newer efforts and
12 one that we expect to expand in the
13 next two or three years is bringing
14 high school seniors to finish their
15 senior year in high school on our
16 campus by taking exclusively college
17 courses. It's dual enrollment. So it
18 counts as high school units as well.
19 But the example that we have this year,
20 for instance, with Mastery Charter
21 Schools, produces students who receive
22 the high school degree and anywhere up
23 to 24 credits. In other words, a full
24 year of college already done before

1 they actually enter college. So,
2 again, there are other examples of
3 those relationships.

4 And one final example about
5 investment and the return on it,
6 innovative workforce programs, real
7 opportunities that we try to provide to
8 put residents of Philadelphia into
9 jobs. And one example that is cited in
10 the written testimony is Jobtrack PA.
11 It's actually a statewide community
12 college training initiative, but we are
13 the lead college for it. And in our
14 case we're training residents for jobs
15 in energy, energy conservation, and
16 conservation and advanced
17 manufacturing.

18 The second point that we
19 stress in the written testimony is,
20 expanding partnerships. We can't do
21 any of this alone. We're reaching out
22 all the time. I've already mentioned
23 the K through 12 system, but one of the
24 most recent examples is our 10,000

1 Small Business Initiative. It's funded
2 by Goldman Sachs, but our partners
3 includes the City, the Department of
4 Commerce, very direct partner with us,
5 The Urban League of Philadelphia,
6 Chambers of Commerce across the City,
7 and so on.

8 Together we're providing an
9 opportunity for small business owners
10 to grow, to be able to build a new
11 business plan, add employees, grow
12 revenue. And this is one of the most
13 exciting things that we'll do over the
14 next five years as a result of this
15 particular program.

16 The third focus area of our
17 written testimony is the focus that we
18 put on students and student success.
19 We mentioned what we do with veterans.
20 We have built a completely new office
21 for veterans, very visible. We've
22 expanded services. We continue to work
23 with our male students through the
24 center for male engagement. We're

1 expanding our financial planning for
2 students to go beyond just filing the
3 FAFSA and applying for federal
4 financial aid, but rather trying to
5 work with incoming students around the
6 bigger question of long-term financial
7 planning, not just how do you pay for
8 school this semester, but the next
9 semester and the next semester and so
10 on.

11 And ultimately we're
12 graduating more students every year,
13 and that is certainly one of the
14 tangible goals that we have.

15 And then lastly, for all of
16 this and all the other things that we
17 do to take place, I've said, in fact,
18 in this forum in recent years, over
19 time the public investment in our
20 college needs to increase. At the
21 federal level, there continues to be
22 challenges so-called Sequestration.
23 The translation of that for us is that
24 we will lose, not necessarily huge

1 amounts, but smaller amounts in student
2 work study funds. So those
3 opportunities will be reduced.

4 Almost any federal grant
5 that we have that supports student
6 services or particular initiatives, we
7 will lose money in those areas.
8 Fortunately, Pell Grants are not
9 affected by sequestration this year, so
10 that is a positive.

11 There are challenges at the
12 state level. The Governor's budget
13 recommends no new dollars for community
14 colleges. So this would be the fifth
15 year in a row that the state has either
16 provided no new funding or in previous
17 years has reduced funding.

18 So that's why we're very
19 grateful that at the local level the
20 Mayor has supported an increase in the
21 budget for the coming year, \$1 million.
22 The practical consequence of that,
23 since we're getting no assistance at
24 any other level, is it will allow us to

1 provide a moderate tuition increase for
2 students this year. When we have no
3 assistance from anyone, it puts even
4 more pressure on student tuition, but
5 this will certainly help us keep that
6 increase at a very moderate level. So
7 we're grateful for that recommendation
8 from the Mayor. And we are here today
9 to ask Council to support that
10 recommendation in the coming year
11 budget.

12 Again, we thank Council for
13 the consistent support that you've
14 shown over the years, good years, hard
15 years, and we're prepared to answer any
16 questions you may have.

17 COUNCIL PRESIDENT CLARKE:
18 Thank you so much, Dr. Curtis.

19 A couple of quick
20 questions. One, I want to say that I
21 was quite impressed in an earlier
22 conversation we had up at the School
23 District, and you had a map available
24 for the purposes of showing me the

1 reach as it relates to your students,
2 and it was pretty evenly distributed
3 across the City in terms of where your
4 students come from. And it was real
5 good to see that the individuals across
6 the City are taking advantage of this
7 great, great college. I think
8 Councilwoman Tasco was actually first.

9 DR. CURTIS: She is.

10 COUNCIL PRESIDENT CLARKE:
11 She probably attributed to the school
12 up on Godfrey Avenue, so I kind of
13 understand that.

14 Quickly, you talked briefly
15 about your relationship with the
16 Philadelphia School System, and I
17 appreciate that, and that was obviously
18 the purpose of that meeting.

19 Can you talk to me about
20 the collaboration in terms of direction
21 of course structures as it relates to
22 the School District? Because I know
23 Dr. Hite understood that in my
24 conversation with him, that he needed

1 to change some directions and put more
2 emphasis on certain types of curriculum
3 that basically would cause that child
4 to want to stay in school because they
5 did see a light at the end of the
6 tunnel.

7 Can you just briefly talk
8 to me about that relationship and your
9 ability to help him achieve his mission
10 and vice versa?

11 DR. CURTIS: Surely. We
12 have about at least two dozen
13 partnerships with the School District
14 of all kinds, both for in-school youth,
15 but also for out-of-school youth, a
16 couple programs specifically geared
17 towards students who have dropped out.

18 But I think what you're
19 referencing, we continue to try to find
20 ways programatically to link what
21 students are taking in the high schools
22 to the kinds of programs that we offer.

23 An example would be, the
24 State now has created a mechanism

1 whereby current technical programs at
2 high schools across the state. This
3 wouldn't just be in Philadelphia.

4 You evaluate the
5 competencies achieved by the end of the
6 high school program, and you relate it
7 to what is expected in the college
8 program. If the competencies have
9 already been achieved, then the
10 individual college can award upfront
11 college credits.

12 That's one thing we're
13 doing with the School District right
14 now. I think the goal there is, one,
15 to make a more direct connection
16 between the career and technical
17 programs that the district may offer
18 with what we offer; and two, basically,
19 it's that early college approach: How
20 can you get a student on that track
21 already.

22 We're going through program
23 by program. I think we've already
24 articulated two or three, but we're

1 intending to do a number of them.

2 I mentioned even in my
3 brief verbal testimony that we have a
4 group of high school seniors on campus
5 this year who are spending their whole
6 senior year. That's what we're working
7 with Dr. Hite and his staff as well.

8 It's the same theory, that
9 if we can bring students for the senior
10 year, it means they've pretty much
11 finished their, sort of, general
12 requirements at the high school, but
13 they can then finish up with a set of
14 college courses which will, again,
15 count as high school units. They
16 finish their high school diploma, but
17 they have college credits in hand.

18 We're looking at that from
19 the vantage point again of particular
20 areas like healthcare or automotive
21 other whatever it might be. And I
22 think it is our hope that within the
23 next year we can actually start that
24 and begin to build that.

1 Those are all programatic
2 examples, and I think they support
3 Dr. Hite's intent, as you said, to keep
4 the young people in school, but also to
5 get them that early start on the
6 college track.

7 COUNCIL PRESIDENT CLARKE:
8 Yes. As I referenced in our earlier
9 conversation, I think that it could
10 enhance the opportunities for
11 additional resources to go through the
12 School District, if they understood
13 some of the great work you were doing,
14 the collaboration, the understanding
15 that there was a path to a career by
16 enhancing resources for you, obviously,
17 at the college, but additionally, as it
18 relates to additional funding for
19 schools. I think that selling that and
20 putting that out there in terms of
21 marketing, as a relationship between
22 the two, would enhance that.

23 So somewhere down the line
24 I'm probably going to reference the

1 need to obviously increase School
2 District funding, but to do it in
3 conjunction with the additional dollars
4 that we're putting on the table.

5 As a matter of fact, I'm
6 going to be talking to the Mayor and a
7 couple of senators in about 30 minutes
8 about some School District issues.

9 One of those issues in your
10 testimony, you talked about the support
11 from the NIH and another one of those
12 partnerships, a number of nursing
13 alumni now hold Master's degrees and
14 serve as nurse practitioners.

15 How many of these nurses
16 within the past two fiscal years have
17 obtained their Master degree?

18 DR. CURTIS: I'm not sure I
19 can answer that right off the top of my
20 head.

21 COUNCIL PRESIDENT CLARKE:
22 Okay.

23 DR. CURTIS: We've done --
24 nursing is an applied program and it

1 typically wouldn't be built as a
2 transfer. However, many of our nurses
3 want to transfer and get the bachelor's
4 or even move beyond that.

5 So what was referenced in
6 the written testimony for a period of
7 years, I don't think we have it this
8 year, but we have had supplemental
9 funding from the federal government
10 that allowed, in some cases, our
11 associate degree students to start some
12 of their bachelor's courses at the
13 university, even while they're with us.

14 Secondly, to undertake
15 research, which has not been an
16 opportunity that they would always
17 have, and that's what the NIH funding
18 support is specifically. So I can't
19 tell you off the top of my head, but we
20 do have figures. And if you would
21 like --

22 COUNCIL PRESIDENT CLARKE:
23 Can you, please?

24 DR. CURTIS: -- we can

1 provide numbers, yes.

2 COUNCIL PRESIDENT CLARKE:

3 Thank you.

4 DR. CURTIS: I should say
5 the two universities with whom we've
6 done that in the past have been
7 Jefferson University and, it used to be
8 Hahnemann, now Drexel University.

9 COUNCIL PRESIDENT CLARKE:

10 Thank you.

11 My last question, you
12 referenced the veteran's office.

13 DR. CURTIS: Yes.

14 COUNCIL PRESIDENT CLARKE:

15 Yes. We fortunately here at City
16 Council, have recently expanded and
17 enhanced our veteran's office.

18 One, can you give us the
19 name of a person that we can connect
20 with, because one of the things that we
21 are very dependent on is the ability to
22 have resources and to send people to
23 different offices and affiliates to
24 take advantage of.

1 Can you briefly talk to me
2 about what you do there?

3 DR. CURTIS: Surely. About
4 two years ago we moved to hiring a
5 full-time coordinator for our veteran's
6 office. And then as part of the
7 renovation and expansion that we're
8 doing at the main campus which we're
9 finishing up this year, we have created
10 what we call a one-stop student service
11 area trying to bring into one place
12 most of the core student services.

13 And that has included a
14 brand new space for the veteran's
15 office. And I meant what I said about
16 being visible. You walk in the main
17 door and it's right there. You can't
18 miss it.

19 COUNCIL PRESIDENT CLARKE:
20 Okay.

21 DR. CURTIS: So we
22 literally try to provide a better
23 environment, expand the services, and,
24 of course, with the federal

1 legislation, that means veteran's have
2 an opportunity to take advantage of
3 going back to school. So we're trying
4 to assist with that in many ways.

5 The college, beyond what it
6 does in the veteran's office itself,
7 has a whole support network around
8 getting financial aid, around tutoring
9 or other kinds of academic services.
10 And the office coordinates all of that,
11 makes sure that the student gets
12 exactly what he or she needs in order
13 to be successful. It's probably the
14 most intensive and the most expanded
15 set of services that we've had in our
16 history for veterans. We can certainly
17 provide you with a name or provide all
18 of council with a name.

19 COUNCIL PRESIDENT CLARKE:

20 Yes. Please.

21 DR. CURTIS: We'll be happy
22 to do that.

23 COUNCIL PRESIDENT CLARKE:

24 We've gotten quite aggressive for

1 obvious reasons on supporting our
2 veterans. And being able to help with
3 their educational aspects of some of
4 their needs is very helpful to us.

5 DR. CURTIS: If I may add
6 one other thing?

7 COUNCIL PRESIDENT CLARKE:
8 Sure.

9 DR. CURTIS: Some of the
10 grant funded training programs we also
11 write into those grants will target
12 veterans specifically so that there's a
13 set of options even beyond the normal
14 programs that we offer that are
15 specifically built with veterans in
16 mind.

17 COUNCIL PRESIDENT CLARKE:
18 Great. Thank you. Thank you so much.

19 The Chair recognizes
20 Councilwoman Brown.

21 COUNCILWOMAN BROWN: Good
22 morning, Mr. President.

23 DR. CURTIS: Good morning.

24 COUNCILWOMAN BROWN: First,

1 let me say thank you for submitting
2 your MBE/WBE information for
3 construction on the main campus. I
4 appreciate the response and the work of
5 Lynette Brown in facilitating that.

6 You also provided
7 information on spending on capital
8 purchases, professional services,
9 supplies and non-salary expenses as
10 well throughout your testimony.

11 With regard to construction
12 at the college, was construction only
13 done at the main campus of this past
14 year as there were no figures provided
15 for the satellite campus?

16 DR. CURTIS: The answer is
17 yes.

18 COUNCILWOMAN BROWN: Only
19 on the main campus?

20 DR. CURTIS: Yeah. In
21 the -- we've had about a three-year set
22 of expansion projects. In the previous
23 couple years we have reported to
24 council each phase. So you would have

1 seen one or two of the other campuses
2 earlier, but this year it's only the
3 main campus where we're constructing
4 and finishing up the project.

5 COUNCILWOMAN BROWN: Okay.
6 During the 2010 budget hearing you
7 stated, and I quote, on a related
8 question, don't think there's a written
9 policy on business diversity at the
10 college. We have specific practices.
11 As an example, for any bid we will
12 always try to source one or more
13 minority vendors before we act, end
14 quote.

15 During last year's budget
16 hearings, I asked if the college had
17 developed a written policy regarding
18 the use of MBE/WBE/DBE contractors at
19 the college, and you stated that there
20 was no written policy, but that the
21 college utilizes an equal opportunity
22 plan of which you provide.

23 Have you had a chance or
24 any need to make any changes to the EOP

1 in order to address any developments or
2 advances or deficiencies in minorities
3 and women's participation that may have
4 existed prior to?

5 DR. CURTIS: We haven't
6 made any changes to the EOP. However,
7 we have developed a formal policy.

8 COUNCILWOMAN BROWN: Okay.

9 DR. CURTIS: As I said the
10 previous two years, we've had practice,
11 but we have now formalized that and
12 there is a written policy.

13 COUNCILWOMAN BROWN: And
14 just walk us that through. What does
15 that mean?

16 DR. CURTIS: It means that
17 we outline in there the practice that
18 we will have and we reference the EOP
19 plan as well, but as a normal matter of
20 course, the kinds of sources that we'll
21 used, the ways in which we will reach
22 out to various organizations in the
23 City, et cetera, et cetera, as part of
24 trying to develop a pool of vendors,

1 including woman and minority owners.

2 COUNCILWOMAN BROWN: Okay.

3 DR. CURTIS: Again, that's
4 something we can make available to you
5 if you wish.

6 COUNCILWOMAN BROWN:

7 Probably always at budget testimony
8 time, and to show where there may have
9 been developments, if you will, from
10 the preceding year --

11 DR. CURTIS: I understand.

12 COUNCILWOMAN BROWN: Has
13 the college taken any action to
14 incorporate sustainability and/or green
15 policies into the practices at the
16 school?

17 DR. CURTIS: Well, it is
18 embedded in everything we do these
19 days. All of the construction -- I
20 can't say all of the construction. Let
21 me back up here.

22 Within the major
23 construction projects over the last
24 several years we have now constructed

1 our first two buildings. We expect to
2 be LEED certified.

3 COUNCILWOMAN BROWN: Very
4 good.

5 DR. CURTIS: One here at
6 the main campus -- let me make sure --
7 yes, we're aiming for gold
8 certification.

9 COUNCILWOMAN BROWN: Very
10 good.

11 DR. CURTIS: That's what
12 we're submitting it for.

13 The same up at the
14 Northeast Regional Center.

15 But even in the renovated
16 parts where we're obviously not going
17 to have necessarily a LEED certified
18 new building, in the use of materials,
19 in green roofs, in water management,
20 and all kinds of things --

21 COUNCILWOMAN BROWN:
22 Recycling?

23 DR. CURTIS: You bet.
24 We're changing all that and are much

1 more aggressive.

2 COUNCILWOMAN BROWN: We
3 know that that's a slow process trying
4 to make --

5 DR. CURTIS: But we're
6 making a lot of good progress on it. I
7 think.

8 COUNCILWOMAN BROWN:
9 Forgive me?

10 DR. CURTIS: I think we're
11 making a lot of good progress.

12 COUNCILWOMAN BROWN: All
13 right. Let me just go back to my
14 continuing interest about MBE/WBE
15 participation.

16 And in reviewing the data
17 submitted by Ms. Sow when I look at the
18 participation of women-owned businesses
19 at 34 plus percent and the combined
20 participation of a male and a female
21 minority vendors at 9.1 percent,
22 connect that to the testimony which
23 speaks to the Minority Vendor Fairs
24 that you have and what the goals are

1 with regards to that.

2 DR. CURTIS: Well, it's not
3 just the fairs. Again, we reach out to
4 various chambers of commerce, we reach
5 out to the urban affairs, and other
6 organizations where we know we can get
7 some assistance in trying to identify
8 vendors.

9 We also -- I don't know
10 that I know all the names of them, but
11 there are councils in terms of supplies
12 with minority vendors.

13 COUNCILWOMAN BROWN: Yes.

14 DR. CURTIS: We attempt to
15 really build a pool in every case. But
16 most of this is an RFP in which we wind
17 up taking the low bid. So it depends
18 on the year what we're searching for.

19 COUNCILWOMAN BROWN: Sure.

20 DR. CURTIS: I'll give an
21 example. You can see that in FY11-12,
22 the latest year that we have on the
23 chart that is in front of you, we
24 actually spent less in that year.

1 COUNCILWOMAN BROWN: I see.

2 DR. CURTIS: We had to cut
3 back.

4 COUNCILWOMAN BROWN: Yes.

5 DR. CURTIS: We're
6 constricting our spending at the
7 moment. And we had been making strides
8 every year. It had been growing for
9 the last four or five years, and I'm
10 just going to take the minority-owned
11 male businesses as an example. The
12 previous year we had an RFP for
13 furniture that was won by that vendor.

14 COUNCILWOMAN BROWN:
15 Uh-huh.

16 DR. CURTIS: In the last
17 year we made a determination not to buy
18 furniture. So there wasn't that
19 opportunity --

20 COUNCILWOMAN BROWN: Driven
21 by need?

22 DR. CURTIS: It is.

23 COUNCILWOMAN BROWN: Okay.
24 The bell has rung, so I'll wait until

1 the next round.

2 DR. CURTIS: I'm sorry?

3 COUNCILWOMAN BROWN: We
4 have to honor the clock. Okay. All
5 right then. Forgive me.

6 The bottom line is when it
7 comes to MBE/WBE participation, it is
8 driven by need for that year at the
9 institution, and that, of course,
10 drives your participation levels. Is
11 that fair to say?

12 DR. CURTIS: At times, yes.

13 COUNCILWOMAN BROWN: Okay.
14 All right. To the notion and idea and
15 realty sometimes around low bid, what
16 does this university provide in terms
17 of technical assistance for companies
18 who are seizing and wanting desiring
19 opportunities with the university but
20 are not quite where they need to be
21 with regards to presenting a package
22 that will meet the criteria of
23 opportunities at CCP?

24 DR. CURTIS: As you

1 indicated earlier, over time we offer
2 vendor fairs. And from that, before
3 you even get to the pre-bid, because we
4 have pre-bid conferences where any
5 vendor can inquire and understand in
6 more detail what we're doing, and we're
7 always happy to respond to any vendor.
8 If they have questions about liability
9 insurance, other things that may be
10 involved, we are happy to work with
11 anyone.

12 So we try to set up
13 moments, whether it's through a
14 conference, whether it's through the
15 fair, in order to have those kind of
16 interactions.

17 COUNCILWOMAN BROWN: Okay.
18 Is there a professional at CCP
19 principally responsible for any and all
20 activity around subcontracting MBE/WBE
21 participation?

22 DR. CURTIS: I don't think
23 there's one individual. There is a
24 head of purchasing that would have

1 responsibility for all that.

2 COUNCILWOMAN BROWN: Okay.

3 DR. CURTIS: But we also
4 ask each buyer in that office to take
5 responsibility for reaching out as a
6 particular contract or bidding process
7 may be coming up.

8 COUNCILWOMAN BROWN: Okay.
9 In no way at all to suggest or even
10 intimate involvement in the labor
11 negotiations, how are they going? Are
12 you pleased? Should we be encouraged?
13 Because it's no secret that we get
14 approached, members get approached or,
15 at least, provided updates on those
16 types of activity at institutions
17 around the City in this case, CCP.

18 DR. CURTIS: Well, I'll
19 just make a short, general statement.
20 This particular cycle of collective
21 bargaining has taken longer than
22 normal. That's probably in line with
23 what's going on in the public sector in
24 general. While we are not having a

1 regular series of meetings at the
2 moment, we are quietly having meetings.

3 COUNCILWOMAN BROWN: In the
4 Commerce Department's testimony there
5 was mentioned as you indicated in your
6 testimony the 10,000 Small Business
7 Initiative, a \$20 million investment in
8 small business.

9 Could you please just tell
10 us what the staffing is around that
11 major initiative?

12 DR. CURTIS: At the
13 college, we have an executive director
14 to oversee the entire program. We then
15 have a full-time faculty member who has
16 been released who will be in charge of
17 the education program for the small
18 business owners in the coming years.

19 We will be hiring part-time
20 instructors for segments within that
21 program. And we have, I think,
22 currently at least two full-time
23 business advisors. The goal is to
24 assist the -- on the education piece.

1 COUNCILWOMAN BROWN: Yes.

2 DR. CURTIS: -- assist the
3 business owners in learning more about
4 marketing, about legal issues,
5 et cetera, et cetera. And it's almost
6 one on one or one on three. You know,
7 they're very small group assistance to
8 really help them understand how they
9 can grow bigger and better.

10 There's also a full-time
11 position in the Commerce Department,
12 and that's to assist us with
13 recruiting. And I think I mentioned in
14 my few brief oral remarks today, we
15 have some formal partnerships with
16 Urban League, Chamber, et cetera.

17 COUNCILWOMAN BROWN: Sure.

18 DR. CURTIS: But there are
19 the informal partnerships too.

20 So I don't know what that
21 adds up to, it's probably about five or
22 six full-time people associated with
23 that.

24 COUNCILWOMAN BROWN: And

1 what efforts are underway to ensure
2 that the staff is diverse, always
3 knowing at the door that you're looking
4 for professionals that come with the
5 credentials.

6 DR. CURTIS: It's just part
7 of what we do. I don't know how to
8 answer it beyond that. You'll see that
9 in the makeup of the current group.

10 COUNCILWOMAN BROWN: The
11 makeup of the current --

12 DR. CURTIS: The full-time
13 people you asked me about.

14 COUNCILWOMAN BROWN: Okay.

15 DR. CURTIS: As an example,
16 the faculty member that's been released
17 to oversee the education program full
18 is a faculty member of color. We work
19 hard to make sure there is diversity.

20 COUNCILWOMAN BROWN: Very
21 well. Let's move now to the Board.
22 Thank you for the progress I've seen in
23 the decade I've been here with regard
24 to the Board.

1 Have there been any
2 appointments since last year, and if
3 yes, just update us on the mix.

4 DR. CURTIS: For the --

5 COUNCILWOMAN BROWN: For
6 the Board of Directors. The Board of
7 Trustees.

8 DR. CURTIS: Board of
9 Trustees?

10 COUNCILWOMAN BROWN: Yes.

11 DR. CURTIS: The last
12 appointments were last fall, so there
13 have been none since then. And your
14 question is about the diverse makeup
15 the Board?

16 COUNCILWOMAN BROWN: Of the
17 new appointments, yes, since last fall.

18 DR. CURTIS: It's diverse.
19 Again, I haven't gone back to
20 actually --

21 COUNCILWOMAN BROWN: Can
22 you provide that information to the
23 Chair, please?

24 DR. CURTIS: Absolutely.

1 Yes. I think the Board, at least in
2 the years that I've been with the
3 college, always represents a diverse
4 cross section of the community.

5 COUNCILWOMAN BROWN: And
6 that is probably true. However, I've
7 learned since I've been here, if you
8 don't see it in writing --

9 DR. CURTIS: We're happy to
10 provide that.

11 COUNCILWOMAN BROWN: Okay.
12 And lastly, we've learned,
13 a number of council members have
14 learned that the School District in
15 closing X number of schools will also
16 have to close a number of early
17 childhood programs.

18 And to that end, just
19 update us on the early childhood
20 education experience at CCP on the
21 academic teaching side, and whether or
22 not you still have an early childhood
23 center there.

24 DR. CURTIS: All right.

1 Those are slightly different questions.

2 COUNCILWOMAN BROWN: They
3 are.

4 DR. CURTIS: On the
5 academic piece, the State required
6 colleges and universities throughout
7 Pennsylvania to revise the curriculum
8 when it came to, not just early
9 childhood education, but elementary and
10 secondary education as well.

11 COUNCILWOMAN BROWN: Okay.

12 DR. CURTIS: We used to
13 have two separate programs. Our
14 education, teacher preparation program
15 was in one area.

16 COUNCILWOMAN BROWN: Yes.

17 DR. CURTIS: Our early
18 childhood was in another area. That
19 has been combined into one
20 comprehensive program now.

21 But on the academic side,
22 the early childhood piece is -- I was
23 going to say just as strong, but it's
24 probably stronger because of the

1 revisions.

2 And the faculty are all
3 intact. So we absolutely continue to
4 pursue that. But it is part of a
5 larger education degree program now.

6 COUNCILWOMAN BROWN: I see.

7 DR. CURTIS: And then at
8 our main campus -- that's the only
9 place where we have a child development
10 center -- that's been in place for
11 years and that continues.

12 COUNCILWOMAN BROWN: And
13 that is available for students,
14 faculty --

15 DR. CURTIS: It's always
16 students first, and then employees.
17 But it's seldom filled with the
18 children of students or employees.

19 COUNCILWOMAN BROWN: Okay.

20 DR. CURTIS: So where there
21 is room, we will then take people from
22 the community.

23 COUNCILWOMAN BROWN: Is
24 there an opportunity for expansion just

1 in terms of space, you know, the space
2 that's required for young people? Or
3 children, in this case. They're not
4 young people. They're children,
5 toddlers.

6 DR. CURTIS: The answer is
7 not currently. The building in which
8 it resides is absolutely limited
9 space-wise.

10 COUNCILWOMAN BROWN: Okay.

11 DR. CURTIS: But I'll say
12 again, our first interest would be
13 serving the children of students, and
14 we certainly are meeting that need.
15 Otherwise, we wouldn't be opening it up
16 to the community.

17 COUNCILWOMAN BROWN: Got
18 it. Okay. I ask only because
19 Councilwoman Quinones-Sanchez and I and
20 others are keenly aware of the still
21 long list of parents who can't find
22 quality childcare and are searching for
23 nontraditional partnerships that could
24 happen to sort of capture this new need

1 with the result of, you know, less than
2 a dozen schools closing.

3 DR. CURTIS: I understand.

4 COUNCILWOMAN BROWN: Okay.

5 Lastly, you mentioned your partnership
6 with the School District and the
7 Mastery Charter Schools?

8 DR. CURTIS: Yes.

9 COUNCILWOMAN BROWN:
10 Elaborate on that, if you will.

11 DR. CURTIS: Well, we
12 partner with many schools. We receive
13 students from many schools, including
14 parochial schools. So we are always
15 willing to work and develop a
16 partnership in any of these cases.

17 The Mastery -- we've had a
18 relationship for some time, but this is
19 the first year we have tried what I
20 referred to earlier. That is, almost
21 60 high school seniors were identified
22 by the schools, and I think they come
23 from several of the charter high
24 schools. It's not just one. And they

1 are spending their entire senior high
2 school at our main campus. They are
3 taking all college courses. That means
4 they qualify for these courses as well.

5 And the goal is to let them
6 finish their high school diploma at our
7 institution, they'll be awarded,
8 obviously, by the charter school, not
9 by us.

10 COUNCILWOMAN BROWN: Sure.

11 DR. CURTIS: But they will
12 have, as individual students,
13 accomplished up to 24 college credits,
14 which is roughly one year.

15 There's another group of
16 students, not quite such a coordinated
17 cohort. They're coming more
18 individually. But I think we have up
19 to another hundred students that are
20 taking half day at our main campus and
21 then the other half at their home
22 school.

23 We're trying variations, in
24 other words. And as I mentioned to

1 Council President Clark, and he
2 referenced a conversation which he was
3 involved with as well, we're now having
4 conversations with Superintendent Hite
5 and his staff about variations on those
6 things. And it would be my hope and
7 intention that over the next two to
8 three years, instead of 60 students or
9 100, we could have 300, 400.

10 COUNCILWOMAN BROWN: Sure.

11 DR. CURTIS: Building that
12 opportunity to --

13 COUNCILWOMAN BROWN: And
14 pipeline.

15 DR. CURTIS: Yes. Yes.

16 COUNCILWOMAN BROWN: Okay.
17 Thank you for all the important work
18 that you do. The need is
19 unquestionable. And it really does
20 offer young people a sense of hope that
21 they can not only be admitted to the
22 college experience, but persist and
23 graduate with the college experience.

24 Thank you very, very much

1 for your testimony.

2 Any other members have
3 questions for this Panel?

4 Thank you, President
5 Curtis.

6 DR. CURTIS: Thank you.

7 COUNCILWOMAN BROWN: We'd
8 like to call to the witness table now
9 the leadership at the Philadelphia Free
10 Library and all members of her team
11 that she desires.

12 MS. REARDON: Good morning,
13 Council President Clarke and members
14 the City Council.

15 I'm Siobhan Reardon, and
16 I'm the president and director of the
17 Free Library. And I bring greetings
18 also from my Board Chair of the
19 Trustees, Bob Heim who is out of the
20 country, and has asked that I not only
21 bring his greetings, but to let you
22 know that he'll be contacting all of
23 you upon his return.

24 I also want to take a

1 moment and thank Mike DiBerardinis, the
2 Deputy Mayor for Environment and
3 Community Resources, for his ongoing
4 support and help in moving our work
5 forward.

6 I also look forward to
7 continuing to work with all of you in
8 the coming year as well to bring the
9 best possible library service to our
10 city, and to all of those who live and
11 work here.

12 It is fitting that my
13 testimony take place this week as well
14 since it is National Library Week.

15 It's an exciting time for
16 the Free Library. Nearly every aspect
17 of our work has been revolutionized
18 over the past few years, and we welcome
19 the challenge of finding ever-new ways
20 to meet the changing needs of our
21 customers' increased demands for our
22 services.

23 The library's FY14 proposed
24 general fund budget is \$35,103,000 and

1 change, comprised of \$30,453,000 in
2 Class 100; \$2.8 million in Class 200;
3 \$1.7 million in Class 300; and \$56,000
4 in Class 400.

5 And this represents a
6 \$1 million increase from our FY13
7 estimated obligations. In addition, we
8 are also seeking \$8.4 million in the
9 Commonwealth of Pennsylvania support
10 for the work of the Free Library.

11 We are pleased that the
12 mayor has proposed this additional
13 \$1 million in the library operating
14 budget for fiscal year '14.

15 \$750,000 of these funds
16 would be used to increase hours in
17 neighborhood libraries, extending six
18 days of service in twelve of our
19 libraries, therefore, enabling us to
20 better serve these communities.

21 The balance would be used
22 for our LEAP program, the library's
23 after-school assistance program.

24 In fiscal year '12, the

1 library adopted a new strategic plan
2 with a mission to advance literacy,
3 guide learning, and inspire curiosity.
4 This is a living and breathing plan
5 that guides and informs our work on a
6 day-to-day basis, continually
7 compelling us to seek out new and
8 better ways to serve our customers.

9 World-class institutions
10 are built by keeping one finger on the
11 pulse and looking for ways to build and
12 grow. I look forward to sharing with
13 you the ways in which we are
14 accomplishing this.

15 One exciting new venture
16 for our neighborhood locations is the
17 21st Century Libraries Initiative.
18 Sparked by Mayor Nutter's support in
19 last year's capital budget, we proposed
20 to refurbish eight prototype libraries
21 in an effort to bring state-of-the-art
22 programs and services to the public in
23 modernized flexible faces.

24 The long-term goal is to

1 use these libraries as models for
2 upgrades for the remaining neighborhood
3 libraries throughout our system.

4 Target populations include
5 families, business owners, job seekers,
6 teens and seniors, and for those
7 seeking advanced health information,
8 among others.

9 An architect has been
10 engaged to design the physical changes
11 to the building, and along with funds
12 provided from the City's capital budget
13 we will use private support to complete
14 this initial phase of the project.

15 With this in mind, we will
16 be reaching out to those council
17 members who have one of these prototype
18 libraries in their district in the hope
19 that you will be able to help host
20 community forum which will enable us to
21 gather ideas from community members on
22 what they envision the future of their
23 library to be.

24 At the same time we are

1 refurbishing our existing locations,
2 the library is reaching beyond its
3 physical walls to provide technology
4 resources to the public. We continue
5 to be the City's largest provider of
6 free Internet service and computer
7 access.

8 Last year, we launched the
9 City's first ever Techmobile, a
10 computer lab outfitted with broadband
11 laptops, iPads, and other gadgets, and
12 audiovisual equipment.

13 Staffed by trained digital
14 resource specialists, the Techmobile
15 travels across the City to provide
16 training and access to communities most
17 indeed of enhanced digital literacy
18 skills.

19 During the past year we
20 opened up an additional hotspot at
21 Audenried Charter School, and have
22 hosted pop-up hotspots at Parkway
23 Central Library and the Community
24 College of Philadelphia where customers

1 were able to access the Internet and
2 learn how to use their iPads, laptops,
3 and other electronic devices.

4 The E-Gadget Helpdesk, a
5 free walk-in service for customers who
6 need guidance with their Nooks, iPads,
7 and other E-readers and gadgets was
8 launched after Christmas. Originally,
9 a one-time effort, the response was so
10 great, we are now opening the helpdesk
11 each Tuesday afternoon at Parkway
12 Central.

13 Keeping pace with advancing
14 technology is one of the best ways we
15 can meet our strategic goals. We have
16 increased broadband speed in several
17 neighborhood libraries recently
18 bringing the total numbers of libraries
19 with this enhanced service to 25, and
20 we hope to continue this upgrade,
21 bringing faster up-to-the-minute
22 technology and services to more of our
23 customers.

24 We have become the first

1 public library in the country to offer
2 free wifi access to an airport by
3 extending our wifi network to Terminal
4 E at the Philadelphia International
5 Airport. Travelers are now able to
6 download E-books and podcasts from our
7 website as well as access to the
8 Internet for free.

9 Perhaps you've been to
10 Suburban Station this month and noticed
11 that the Free Library is showcased on
12 all platform advertising. In
13 partnership with SEPTA, each platform
14 has large ads featuring a visual
15 library of our E-books and podcasts for
16 commuters to download via QR codes.

17 In addition, we created a
18 splash page, freelibrary.org/septa,
19 which provides an overview of our
20 digital services for commuters on the
21 go. We anticipate this campaign will
22 result in a bump of registered library
23 cardholders, increase circulation of
24 our materials, and overall awareness of

1 the Free Library of Philadelphia as a
2 significant city asset.

3 While we strive to meet the
4 demands of advancing technology in our
5 service offerings, we cannot ignore the
6 basic service needs of our younger
7 constituents. Approximately 70,000
8 children benefit from LEAP, our
9 after-school program, every year
10 flocking to each of our 53 neighborhood
11 libraries for homework help, literacy
12 support, and enriched programming.

13 \$250,000 of the Mayor's
14 proposed budget increase would go to
15 support this, our most vital service
16 for school children.

17 Recognizing that too many
18 of our children do not use library
19 resources because of overdue fines, we
20 are pleased to announce that effective
21 July 1st, we will no longer charge
22 fines for children's material on
23 children's cards. Our goal is to
24 encourage children to read more. This

1 is important because coming in just a
2 few months, our Summer Reading
3 Initiative will be calling upon the
4 City's children and families to read 20
5 million minutes over the
6 eight-week-reading period.

7 We can do it. All it takes
8 is for a child to have a library card,
9 borrow their favorite books, and read
10 15 minutes a day, five days a week.

11 Over 50,000 children
12 participate in our summer reading
13 initiative every year. So this should
14 be a goal that is extraordinarily
15 achievable. We will look for every
16 member of City Counsel to support the
17 Free Library and the city school
18 children and families to achieve this
19 20 million minute goal.

20 Last year the Pew
21 Charitable Trusts Philadelphia Research
22 Initiative released a free
23 comprehensive study of the Free Library
24 uncovering exciting information about

1 the way in which citizens use the
2 library.

3 Of note, 34 percent of
4 customers come seeking health
5 information. In response, we have
6 launched a healthcare advisory council
7 made up of the City's leaders in
8 healthcare to help us devise best
9 practices for sharing information with
10 the public, code the best sources of
11 information, and develop dynamic
12 partnerships.

13 Initiatives that promote
14 efficiencies include an ongoing survey
15 of our website asking customers how
16 they use the library, and the level of
17 satisfaction and services with many
18 other topics that will enable us to
19 continuously improve programming and
20 hone services to customer needs.

21 The evermore efficient and
22 beautiful Parkway Central Library
23 continues to emerge. Last March we
24 opened the completely rehabbed popular

1 library giving back 2,500 square feet
2 of space to the public, complete with
3 new self-check-in units and an upgraded
4 wireless system.

5 Changes currently underway
6 include the renovation of our Rare Book
7 Department to include 1,000 additional
8 square feet of exhibition space, a
9 total new Skyline room on the fourth
10 floor, which will be a spectacular
11 meeting and event space, and a new
12 teaching kitchen in which we plan to
13 offer cooking and culinary literacy
14 classes.

15 Finally, the library has
16 begun a comprehensive change to our
17 organizational structure. One of the
18 first steps of putting the strategic
19 plan into action has been a thorough
20 assessment of the ways in which the
21 library should change to better serve
22 customers, and to use our talented
23 staff to the best of their abilities.

24 A team of staff members

1 worked for several months to develop a
2 list of recommendations which focused,
3 in large, part on putting the
4 relationship we have with our customer
5 at the forefront of all we do.

6 Additional recommendations
7 around team building, promoting
8 internal communications, simplifying
9 job structures, and increasing
10 professional development were also put
11 forth.

12 Professional development is
13 a key aspect of our mission and
14 offering world-class service, and we
15 hope to continue to seek ways to offer
16 exciting opportunities for growth.

17 25 staff members from 15
18 different job title across the
19 libraries' system have been selected to
20 attend the first of three leadership
21 development seminars hosted by Drexel
22 University. By the time we're
23 finished, we will have over 60 staff
24 members as a full cohort on leadership

1 for the Free Library of Philadelphia.

2 In fact, the work described
3 in this statement is carried out every
4 day by the Free Library's industrious,
5 dedicated staff. I want to publicly
6 thank them for their diligence and
7 commitment to outstanding customer
8 service.

9 The library's senior
10 management, approximately 40 people, is
11 60 percent women, 14 percent
12 African-American, 5 percent
13 Asian-American, 79 percent Caucasian,
14 and 2 percent other.

15 Of note, our staff speaks
16 27 different languages including
17 Chinese, Kiswahili, Hungarian, and
18 Urdu. These skills are often called
19 upon in our work to serve the new
20 Americans that come to the Free Library
21 every day.

22 The Free Library supports
23 the administration's goal of achieving
24 25 percent participation in the

1 M/W/DSBEs in its for-profit
2 contracting. In FY12, our
3 participation rate was 19.81 percent.
4 Through the first two quarters of FY13,
5 our minority and women-owned business
6 participation rate is 12.81 percent.
7 Our goal for FY14 is 15 percent.

8 In closing, I would like to
9 extend a personal invitation to every
10 council member to join us on our third
11 annual series of Free Library branch
12 tours this summer, where we will visit
13 the proposed 21st Century libraries
14 among others. This is an opportunity
15 for you to have an up-close look at the
16 branches in your district, to meet the
17 staff, and gain an in-depth
18 understanding of what the Free Library
19 of Philadelphia does every single day.

20 Please let me know if you
21 can join us. In the meantime, I'm
22 happy to answer any questions that you
23 might have.

24 COUNCILWOMAN BROWN: Thank

1 you very much. Council members have
2 lots of options in how we can get
3 involved and be supportive.

4 MS. REARDON: That's right.

5 COUNCILWOMAN BROWN: Yes,
6 indeed.

7 Councilman Bill Greenlee?

8 COUNCILMAN GREENLEE: Thank
9 you, Madam Chair.

10 Good morning.

11 MS. REARDON: Good morning.

12 COUNCILMAN GREENLEE: Early
13 on in your testimony you talked about
14 the additional funds for the extended
15 hours.

16 MS. REARDON: Yes.

17 COUNCILMAN GREENLEE: Have
18 decisions been made on which branches
19 are going to be open?

20 MS. REARDON: We're going
21 to open one library per council member
22 district a sixth day, and then two
23 libraries. So that will be ten
24 libraries will be open on Saturday --

1 ten libraries open on Saturday and two
2 libraries, two additional libraries
3 will be open on Sunday.

4 We have not sort of sealed
5 or determined on which of the final
6 libraries.

7 Have we, Joe?

8 DR. McPEAK: No.

9 MS. REARDON: So let me
10 introduce Dr. Joseph McPeak who is the
11 associate director of the Free Library
12 Philadelphia who has joined me this
13 morning.

14 COUNCILWOMAN BROWN: Good
15 morning. Please feel free to comment
16 further.

17 MS. REARDON: So we're
18 still working on it. What we have
19 determined is that each council
20 district will get a sixth day of
21 service, and then two more will be
22 opened on Sunday. And the reason we've
23 selected Sunday, that goes back to my
24 long history in libraries that when you

1 offer Sunday services, in many cases,
2 they tend to be the most heavily used
3 days because that's the day working
4 families and those with two jobs are
5 able to use library services.

6 COUNCILMAN GREENLEE: Do
7 you have any idea of when you actually
8 will decide on which branches?

9 MS. REARDON: We're awfully
10 close, in case there is -- the head of
11 our --

12 COUNCILMAN GREENLEE:
13 Change of mind?

14 MS. REARDON: In case
15 Joe Benford changes his mind with his
16 team, I want to give them the
17 opportunity to do that.

18 MR. GREENLEE: And
19 council --

20 MS. REARDON: And when we
21 do, we'll make sure we send it over to
22 you.

23 COUNCILMAN GREENLEE:
24 Great. Thank you.

1 How about additional staff?

2 I know staffing is sometimes a problem,
3 but is additional staff going to be
4 hired to accommodate?

5 MS. REARDON: Yes. We are
6 hiring 14 additional staff, full-time,
7 and then a number of hourly staff as
8 well.

9 COUNCILMAN GREENLEE: Okay.
10 Great. And speaking of staffing, I
11 know sometimes that's a problem with
12 some of the branches. I think I've
13 told this story before, my wife uses
14 the Wyoming Branch for the ESL class,
15 and sometimes it was closed because of
16 either I think sometimes it was
17 security and sometimes it was --

18 MS. REARDON: Yes. So
19 we -- one of the things that's in my
20 statement actually is the fact that we
21 released some sort of objects to
22 getting open. And one was that we had
23 to have a municipal guard available at
24 opening, and we have said if a

1 municipal guard is on the way, we will
2 open. But the goal is to still get to
3 at least four staff members, but we'll
4 open, as long as there are three and
5 the municipal guard -- we won't wait
6 for a municipal guard to be there. And
7 it has improved the number of libraries
8 getting open on a daily basis. So I
9 think we're down to one or two on a
10 daily basis versus the five or seven or
11 eight that we used to run.

12 COUNCILMAN GREENLEE: And
13 that usually is because of the
14 security? Is that what you're saying?

15 MS. REARDON: Right. So as
16 long as we know they're on the way,
17 we're not going to wait because
18 sometimes it would be hours. Many of
19 the guards were contract guards. And
20 so it would push back almost four
21 hours, the opening time.

22 Do you want to add to this,
23 Joe?

24 Dr. McPEAK: Yes. Also

1 we've worked with the Civil Service
2 Commission and the Office of Human
3 Resources and established a temp exempt
4 work category -- it's basically hourly,
5 seasonal workers which we've worked
6 with PWDC, the former PWDC and also
7 neighborhoods, to have a pool of
8 trained guards to come in on-call, and
9 that's the backup.

10 COUNCILMAN GREENLEE: So
11 have them on-call, because you hate to
12 see a branch not open.

13 MS. REARDON: We agree. As
14 I talk about the staff that were on the
15 design team for the new organization
16 structure, this rose to the very top of
17 things that if we say we're going to be
18 open, then let's get open.

19 COUNCILMAN GREENLEE:
20 Great. Thank you.

21 Thank you, Madam Chair.

22 COUNCILWOMAN BROWN: You're
23 welcome.

24 I would be remiss not to

1 say thank you very much for inviting
2 City Council to be a part of the One
3 Book, One Philadelphia program.

4 MS. REARDON: Thank you for
5 the willingness to do that fabulous
6 photograph.

7 COUNCILWOMAN BROWN: Yes.
8 I read the interest in your newsletter
9 and for hosting my staff --

10 MS. REARDON: Thank you for
11 doing that.

12 COUNCILWOMAN BROWN: -- I
13 would be remiss not to say thank you.

14 Let me ask additional
15 questions posed by President Clarke.

16 Councilman Greenlee spoke
17 about the branches, and you answered
18 the question. Because I'm always
19 curious to know as well, how do those
20 that are selected end up being the
21 lucky group that get in the mix. And
22 that's a work in progress so we'll just
23 wait to see what you and your team
24 ultimately decide.

1 Speaking of the LEAP
2 program and the \$250,000 increase in
3 Class 500 funds, you state that that
4 will cover 70,000 students plus that
5 will allow you to serve more students;
6 is that correct?

7 MS. REARDON: Well, 70,000
8 students is a lot of students, and
9 basically, Councilwoman, it's a drop in
10 program. So we don't have a
11 registration. So it really is up to
12 the child to participate in the
13 program.

14 But every single day we're
15 supported by the LEAP assistance as
16 well as the mentor known as an
17 after-school leader. So 70,000
18 children is actually a pretty max
19 number. I mean we'll always take in
20 more because it is a drop in program.

21 COUNCILWOMAN BROWN: Sure.

22 MS. REARDON: But at 70,000
23 we have nearly what, close to 50
24 percent of the school children, City's

1 public school children in our space in
2 the afternoon.

3 COUNCILWOMAN BROWN: And
4 speak, if you could, to any remaining
5 partnerships that exist with the School
6 District given their circumstances that
7 the library --

8 MS. REARDON: We had a
9 wonderful meeting with Dr. Hite,
10 Dennis Creedon, and Rochelle Nocito
11 recently to begin to talk about
12 bettering the partnership with the
13 School District.

14 So always the School
15 District has been an inclusive partner
16 in our summer reading initiative. And,
17 of course, when we spoke to Dr. Hite
18 about the 20 million minutes over the
19 eight-week-reading period, he is on
20 board with us.

21 He's inviting our staff to
22 record story time in their media labs
23 there so that the school children and
24 the families are able to get or have

1 our fabulous librarians doing their
2 story time and enhancing our book talks
3 and so forth.

4 We have also -- we piloted
5 a project with the School District last
6 year. Basically, the intent of the
7 idea that too many of the libraries in
8 the school have closed. And so,
9 therefore, how are the school children
10 getting to their information
11 instruction.

12 So in three of our
13 libraries -- in South Philadelphia,
14 West Philadelphia -- we piloted the
15 Free Library Philadelphia becoming the
16 information instructors for the school
17 children after the exam period which is
18 going on now. So we will re-do that
19 program again this year.

20 Not quite sure it's the
21 same three libraries, but it was those
22 three libraries where we had the
23 willingness of our own staff to do the
24 information instruction. But it is --

1 we, as a library system, are
2 extraordinarily concerned about the
3 lack of information, instruction, and
4 teaching the school children how to
5 begin good research techniques.

6 And so we're working on
7 that in the LEAP after-school program
8 as well, but it's better for them to
9 have defined instruction, which is
10 where we were looking to build that
11 partnership. It was extraordinarily
12 successful, and we hope to be able to
13 do it again this year.

14 COUNCILWOMAN BROWN: I, in
15 no way, mean to overlook the charter
16 and parochial schools as well. So are
17 there individual partnerships or
18 linkages with members of the charter or
19 parochial community?

20 MS. REARDON: Every single
21 day -- not every single day, but our
22 librarians are charged with making
23 contact with schools in their catchment
24 area, whether they're a public school,

1 charter school, or a parochial school.
2 So that's where the process and link
3 actually begins is in the local
4 neighborhoods.

5 But I would say to answer
6 your question, the summer reading
7 program is probably the most important
8 connection we have with all of the
9 schools throughout the City. And then
10 we have One Book, One Philadelphia
11 which actually works with the 10th
12 graders throughout the City as well --
13 charter schools, public schools -- that
14 sort of thing, to engage them in good
15 reading and civic engagement.

16 COUNCILWOMAN BROWN: The
17 cutting edge partnership with SEPTA,
18 let's talk about that.

19 Is SEPTA charging the Free
20 Library for the ad space, number one?
21 Number two, what has been the effect of
22 the advertising on the work of the Free
23 Library?

24 MS. REARDON: So it's too

1 soon to give you data on the topic, but
2 we are the beneficiary of Dunkin'
3 Donuts who has donated all of the
4 advertising and the creators around the
5 project. So -- and it's quite fun to
6 watch people with their Smart Phones go
7 up to a QR code trying to download a
8 book. And we meant to tell everybody,
9 make sure you have a QR reader on your
10 cellphone or else that book is not
11 going to download.

12 But it has just sparked an
13 initiative, and the relationship and
14 initiative we have with SEPTA, which I
15 think is probably going to be one of
16 the most dynamic partnerships we're
17 going to have going forward.

18 And when you think about
19 the reach that we're going to have into
20 the community which crosses the
21 economic spectrum, we're pretty excited
22 about it, as well as the reach for
23 millennials, which is where we're
24 trying to address that 21 to 34 age

1 group which we're not close to
2 necessarily, and how do we become
3 closer? And we know technology is a
4 route to that.

5 COUNCILWOMAN BROWN: One of
6 my final questions was going to be
7 around how do we capture the attention
8 of high school seniors and
9 those between that age bracket? I
10 drove past the library a couple of
11 weeks ago, and I was stunned, quite
12 frankly, that all men were coming out
13 of the library as a group. And I
14 thought, wow, it was, A, encouraging to
15 see; but I was curious to know what
16 would bring that demographic to the
17 library after 5:00 or after 6:00 on a
18 workday.

19 MS. REARDON: Well, open
20 hours would be great. Us extending our
21 hours in the evening would be great,
22 but that's for another budget.

23 But let me tell you about
24 also the relationship with the School

1 District. What was important when we
2 met with Dr. Hite and his team, was
3 that Dr. Hite was keen on making
4 sure --

5 And Joe, you can talk about
6 this as well.

7 -- that we have a Free
8 Library card in the hands of every
9 single freshman that enters high school
10 as well as the third or fourth grade.

11 DR. McPEAK: We're going to
12 try the whole School District again.
13 We did this in 2008 and we're looking
14 to do it again, and we will work, of
15 course -- each of our specific
16 technology departments will be working
17 together to see if we can merge that
18 data and make that happen as
19 efficiently as possible.

20 If possible, we want to be
21 as successful as we were in 2008 when
22 we delivered those cards right to the
23 homeroom using the School District's
24 pony system. It got right there

1 alphabetically. It was really a good
2 thing. So we're looking to do that
3 again.

4 COUNCILWOMAN BROWN: When
5 is that scheduled to be launched?

6 DR. McPEAK: We've got to
7 wait until the registration settles in
8 the School District, which will be the
9 kindergarten registration, but we're
10 looking to do this in the fall.

11 MS. REARDON: And we would
12 be looking to be doing it again,
13 Councilwoman, the same thing in the
14 parochial schools as well as charters.

15 COUNCILWOMAN BROWN: Okay.
16 All right. That's a great segue for
17 this 20 million minute goal.

18 Every child reading 15
19 minutes per day. How exciting is that?

20 MS. REARDON: We think so.

21 COUNCILWOMAN BROWN: So do
22 I.

23 MS. REARDON: So, actually,
24 it was an idea that belongs to somebody

1 else that I just would have grabbed and
2 said wouldn't that be brilliant in the
3 City, because we have far too many
4 people who aren't fully literate.

5 And so, we have some very
6 fun activities around it and we're
7 actually to the point where we have
8 librarians that are going to be
9 competing with each other. So if
10 librarian A beats librarian B,
11 librarian B has to dye her hair blue.
12 And the children are engaged in this.

13 Each of them -- each
14 library will be measuring via book
15 stacks of how many of the children are
16 reading their 15 minutes to get toward
17 that 20 million goal, and we'll be
18 keeping sort of a tab on our website as
19 to how far we're getting and how close
20 we're getting.

21 So what the idea is, and
22 always it has been, an encouragement of
23 our summer reading gain initiative, to
24 make sure children are reading 15

1 minutes a day, five days a week.

2 COUNCILWOMAN BROWN: Sure.

3 MS. REARDON: So we think
4 if you induce and create some fun, even
5 more fun around the goal, we think that
6 we can get there.

7 And really, we think that
8 when you engage the entire family
9 around it, we should be able to reach
10 that 20 million minutes, hopefully by
11 the end of the eight-week period.

12 COUNCILWOMAN BROWN: By the
13 end of the eight-week period?

14 MS. REARDON: So, our
15 summer reading initiative is an
16 eight-week period.

17 COUNCILWOMAN BROWN: Okay.
18 So March is when?

19 MS. REARDON: When does
20 summer reading begin? End of June?

21 So it begins the end of
22 June. I'll get you the exact dates for
23 the summer reading period.

24 COUNCILWOMAN BROWN:

1 Please, if you could submit to my
2 office.

3 MS. REARDON: Because I
4 would love for all of you to begin
5 helping and push the word out around
6 getting everybody to read.

7 COUNCILWOMAN BROWN: Well,
8 I love the idea --

9 MS. REARDON: Thank you.

10 COUNCILWOMAN BROWN: -- and
11 we will be participating.

12 MS. REARDON: Uh-huh.

13 COUNCILWOMAN BROWN: Page 3
14 of your testimony you state that the
15 Pew Study noted that 34 percent of
16 customers who come to the Free Library
17 are seeking health information.

18 MS. REARDON: Right.

19 COUNCILWOMAN BROWN: And in
20 response to that you launched a
21 healthcare advisory council.

22 MS. REARDON: Right.

23 COUNCILWOMAN BROWN: So
24 talk about that in more detail and

1 speak about the members of the council.

2 MS. REARDON: All right.

3 So the members -- so, it was an amazing
4 piece of data that we sort of had to
5 dig through and try and understand the
6 significance of that data, of that
7 piece of data, because it's not coming
8 up necessarily in materials that
9 circulate, so what we're believing is
10 that many of our customers are coming
11 in and getting on line and doing their
12 research that way.

13 So in order to address that
14 properly, we have engaged -- so
15 Dr. Steven Altschuler is a member of
16 our Board of Trustees. He is the CEO
17 of the Children's Hospital of
18 Philadelphia. So we then engaged
19 doctors, medical schools, nursing
20 schools at the University of
21 Pennsylvania, Drexel University, Temple
22 University. All are members of the --
23 each of the heads of these schools are
24 the -- are on our healthcare advisory

1 council.

2 We have Stephanie Madoff
3 behind me, as well as Toby Dictor who
4 is the chair of the foundation who are
5 members of the council.

6 We have -- let's see. We
7 have John Templeton is a member of the
8 council and a number of -- I'm trying
9 to think who else is on the council.
10 It's about 25 people all together.

11 Representatives of Thomas
12 Jefferson University and all the major
13 healthcare universities as well as
14 health systems like AmeriHealth Mercy
15 and --

16 COUNCILWOMAN BROWN: Very
17 good.

18 MS. REARDON: -- Main Line
19 Health.

20 COUNCILWOMAN BROWN: Rich
21 with professionals.

22 MS. REARDON: Yes. It's
23 totally professionals and it's all the
24 executives of these organizations. And

1 it's important when you go around and
2 meet these folks. They're thinking
3 around where we should be placing
4 ourselves.

5 And, of course, we have to
6 walk the fine line between providing
7 health information, which is our strong
8 suit, and bringing in the partners from
9 all of the nursing schools and the
10 medical schools to provide the absolute
11 advocacy and the health and the
12 healthcare part of the health advisory
13 programs.

14 So we are beginning a pilot
15 with Temple University at our
16 Nicetown-Tioga Branch. They'll be the
17 first library where we'll be bringing
18 in the students from the medical school
19 to begin to do some initial screenings
20 on blood tests, you know, on glucose
21 and blood pressure and that sort of
22 thing.

23 We know -- we just had a
24 fantastic meeting with the school of

1 nursing at the University of
2 Pennsylvania and their activity around
3 our work. Everybody we speak to and
4 are partnering with are very excited
5 about it. They reach into their
6 community using the resources of the
7 Free Library of Philadelphia.

8 But it's also incumbent
9 upon us to make sure our staff are
10 trained so that this is a new influx
11 and new service gets delivered in a way
12 that people are going to be expecting
13 to be getting that type of health
14 information.

15 COUNCILWOMAN BROWN: Sure.

16 MS. REARDON: So one of the
17 members of the Health Advisory Council
18 is a woman by the name of
19 Dr. Valerie Arkoosh who was a member of
20 the National Physician's Alliance,
21 warning us that when the new health
22 program, the federal health program,
23 goes into place and people are going to
24 be coming in and signing on to their

1 exchanges, that, you know, with many,
2 so many households without Internet
3 access, guess where they're going to be
4 going to sign on for the change.

5 And so we are preparing our
6 staff to build up that kind of
7 information because those will become a
8 big caseload for our libraries.

9 COUNCILWOMAN BROWN: For
10 sure.

11 Let's move then to the
12 board development, board progress.

13 You were very forthcoming
14 upon your arrival of five years ago --

15 MS. REARDON: It's almost
16 five years ago.

17 COUNCILWOMAN BROWN: --
18 that you were keenly aware of the need
19 to grow a more diverse force. Update
20 us on where you are with that.

21 MS. REARDON: So I couldn't
22 be more excited about the diversity on
23 both the Board of Trustees of the Free
24 Library of Philadelphia as well as

1 the --

2 COUNCILWOMAN BROWN:

3 Foundation Board.

4 MS. REARDON: -- Foundation
5 Board. So I want to say at this stage
6 of the game more than 50 percent of the
7 Board of Trustees is a multicultural
8 diverse board.

9 In the past year I would
10 say the diversity on the Foundation
11 Board is we're getting close to almost
12 35 percent, 30 percent on the
13 Foundation Board as well. So, very
14 pleased with the progress we're making
15 there.

16 COUNCILWOMAN BROWN:

17 Progress is good.

18 MS. REARDON: Yes.

19 COUNCILWOMAN BROWN:

20 Lastly, let me go to this. During the
21 2010 budget testimony you acknowledged
22 that there was some confusion regarding
23 whether or not the Free Library uses a
24 sole source agreement in its computer

1 leasing contract.

2 Has that -- have you
3 clarified this matter and how does the
4 procurement process work around that?

5 MS. REARDON: Let me bring
6 up an expert on this, rather.

7 Bill, can you come up and
8 talk about that?

9 This is Bill Flemming who
10 is the administrative services director
11 of the Free Library.

12 COUNCILWOMAN BROWN: Good
13 morning.

14 MR. FLEMMING: Good
15 morning. The situation has changed
16 slightly on our PC lease agreements in
17 fiscal '10 as well as '11.

18 We had a contract with
19 Pomeroy to provide PC leases. I
20 believe it was a four-year lease. When
21 it was time to relook at that contract,
22 the contract expired, there were some
23 problems with the financing end of
24 that, which meant we had to move into

1 a -- basically, a five-year agreement
2 for our PC leases.

3 We worked through the
4 Philadelphia Municipal Authority. I
5 believe Council has had some
6 involvement in that process. I believe
7 an ordinance had to be passed to allow
8 us to do that. So that is already
9 underway in fiscal '13.

10 So, the vendor, I believe
11 it still may be Pomeroy, but it's one
12 of those kinds of contracts where to
13 break it up is much more difficult and
14 expensive and unreasonably hard to work
15 with to break that into components when
16 you're trying to deal with something as
17 vitally intricate as our PC network.

18 We only have one department
19 to work with all the pieces. So, we
20 still have one vendor. It's still
21 basically a sole source, but the nature
22 has changed a little. It's hard to get
23 vendors interested in doing this kind
24 of service.

1 COUNCILWOMAN BROWN: I see.
2 Amongst your leadership team, is there
3 one professional responsible for
4 MBE/WBE activity participation plans,
5 Ms. President?

6 MS. REARDON: Yes.

7 COUNCILWOMAN BROWN: Oh,
8 forgive me.

9 MR. FLEMMING: Yes. That's
10 me.

11 COUNCILWOMAN BROWN: So in
12 the testimony you state that the rate
13 was 19.8 percent for the first two
14 quarters of this fiscal year. The rate
15 was 12.8. Care to speak to challenges
16 which appear to be obvious that you may
17 have run into that prohibited or
18 interfered with you obtaining your
19 designated goal?

20 MR. FLEMMING: Well, in
21 fiscal '13, the current fiscal year,
22 the library has had a limited number of
23 opportunities for contracting for
24 significant dollars.

1 COUNCILWOMAN BROWN: Okay.

2 MR. FLEMMING: We always
3 have small numbers of -- small dollar
4 contracts under \$30,000 that we utilize
5 for things like literacy training. We
6 have a number of those. And where you
7 have those kinds of opportunities, we
8 always try to bring that vendor in and
9 make them part of the team. You'll
10 find this especially with female-owned
11 businesses.

12 COUNCILWOMAN BROWN: Yes.

13 MR. FLEMMING: When they
14 come in, we always try to recruit them
15 into the process, and most of the time
16 we're successful.

17 COUNCILWOMAN BROWN: Do you
18 have a pool? Do you have a captured
19 pool of those who have already met the
20 preliminary criteria or requirements so
21 that when the need arises, you don't
22 have to search because you already have
23 a captured rich diverse pool of
24 prospective vendors?

1 MR. FLEMMING: Well,
2 depending on the service that you're
3 looking for.

4 COUNCILWOMAN BROWN: Okay.

5 MR. FLEMMING: With
6 literacy, yes. They have a captured
7 pool, and every year they will go
8 out -- for people who run that program,
9 they will go out and try and solicit
10 both new vendors. And if they need
11 somebody for something specific,
12 they'll look towards that person.

13 But in other areas, the
14 library, we have a number of
15 opportunities in supply and things like
16 that. We look to the city's OEO
17 database for that.

18 COUNCILWOMAN BROWN: Okay.

19 MR. FLEMMING: We go there
20 initially, and if there are no
21 suppliers, we back in to say the
22 purchasing or procurement department's
23 commodity list, vendor list.

24 COUNCILWOMAN BROWN: Okay,

1 then.

2 Councilman Kenny, good
3 morning.

4 COUNCILMAN KENNEY: Good
5 morning.

6 Does the library do
7 anything through the mail, borrowing
8 through the mail? Or are they
9 contemplated the potential of that,
10 like a Netflix kind of thing that you
11 would --

12 MS. REARDON: So most of
13 our mail order or mail work actually is
14 through the library for the blind and
15 physically handicapped and work with
16 homebound. The support for that
17 actually comes from the federal
18 government. So we would be mailing out
19 material that is for the visually
20 disabled folks, usually Braille
21 material at our end of the state, but
22 that's about it.

23 Our homebound material,
24 that also goes out through the mail as

1 well.

2 COUNCILMAN KENNEY: Is
3 there any potential for online
4 borrowing?

5 MS. REARDON: We have a ton
6 of online borrowing. Actually, it's
7 our busiest, what we call our busiest
8 branch.

9 COUNCILMAN KENNEY: How is
10 it paid for? Do they pay a fee for the
11 shipping?

12 MS. REARDON: You mean if
13 somebody comes in and wants to borrow
14 an item online and we ship it to them?
15 No, we don't do that. What we have are
16 electronic books or audio books where
17 people can download them to their
18 electronic device.

19 COUNCILMAN KENNEY: So you
20 think that the technology now is away
21 from the physical book?

22 MS. REARDON: It's not away
23 yet. We have a long, long, long, long
24 way before you will see the tactile

1 material disappear. So we're in this
2 sort of moderating zone right now where
3 knowing we have to go in the direction
4 of far more electronic databases and
5 any material. There is still an
6 enormous constituency here in the City
7 that prefers the tactile material.

8 COUNCILMAN KENNEY: So is
9 there any potential for a business
10 model that makes sense when it comes
11 to -- if I want to get into a library
12 but I'm busy, I don't have a chance at
13 my desk to go online, and I want to
14 read something, and I would be willing
15 to pay a fee to have it shipped?

16 MS. REARDON: Sure. I
17 would love to take a look at that. We
18 have an initiative to actually look at
19 a myriad of activities where we could
20 particularly build the earned income
21 side of the library. That's actually a
22 very interesting idea. I don't know
23 that we've looked at that particular
24 item at all.

1 But yeah, there is the sort
2 of free services. And then what we'll
3 call the premium services if you can
4 afford it, sure.

5 COUNCILMAN KENNEY: Are
6 there services that folks pay for now?

7 MS. REARDON: Not really.
8 It's mostly -- it's the fees if you
9 were on the rights and reproduction
10 side of what's in our prints and
11 picture collection. We charge,
12 naturally, for commercial people to use
13 our spaces, our event space. We have
14 some activity there. But largely it's
15 pretty much a free service up and down.

16 COUNCILMAN KENNEY: I mean,
17 is that something you think would be
18 worth examining?

19 MS. REARDON: It absolutely
20 is, yes.

21 COUNCILMAN KENNEY: I guess
22 the whole question is: What is -- when
23 you're starting to think about
24 libraries today, what are they 20 years

1 from now?

2 MS. REARDON: Right.

3 COUNCILMAN KENNEY: Some of
4 the larger institutions in the City,
5 some of the universities they're
6 looking or doing new libraries and some
7 of the discussion has been, well, what
8 is this place in 25 years.

9 MS. REARDON: Right.

10 COUNCILMAN KENNEY: I know
11 there's this desire to keep the stacks
12 and the books. And librarians like
13 books.

14 MS. REARDON: Yeah, we do.

15 COUNCILMAN KENNEY: But
16 it's also interesting to know.

17 Temple, for example, has
18 hundreds of thousands of volumes
19 offsite that you can just go in and
20 order it. It's there --

21 MS. REARDON: So what I'm
22 getting at so that you know is part of
23 the project at Parkway Central, we are
24 actually, as the second part of phase

1 II, going to disassemble the stack from
2 the north face of the building, or the
3 rear of the building as you come in
4 from Vine Street. And that material
5 will be moved to a site on Grays Ferry
6 Avenue on the newly acquired site,
7 which used to be the DuPont site at the
8 University of Pennsylvania.

9 So we're going to take over
10 one of those sites and put the compact
11 shelving there versus using the
12 expensive real estate on Parkway
13 Central. And we're going to convert --
14 on the very lowest level, we'll build
15 compact shelving. So some portion of
16 that material will actually come back.
17 So that is most requested.

18 But, by and large, what
19 will happen above that, immediately
20 behind the grand stair will create the
21 Commerce Library, and then below that
22 will create a common. So a brand new,
23 almost 60,000 square feet, somewhere
24 around 60,000 square feet reopens back

1 to the public, because one of the
2 things we did in this study of this
3 space of that building was to realize
4 that only a third of that building,
5 300,000 square feet, was accessible to
6 the public.

7 So now the dynamic of that
8 project is now to convert that 66
9 percent available to the public and 30
10 percent behind the scenes.

11 So to your point, yes, we
12 are going to move the bulk of that
13 collection, the 800,000 items that is
14 in the stack system over to Grays
15 Ferry, and release that space back to
16 program space for our public.

17 COUNCILMAN KENNEY: I'd be
18 interested in knowing what success or
19 information you could get relative to
20 the online ordering of actual books.

21 MS. REARDON: Will do.

22 COUNCILMAN KENNEY: Thank
23 you.

24 COUNCILWOMAN BROWN: Thank

1 you for growing a very international
2 team. When you say that you have X
3 number of languages, how many is it?

4 MS. REARDON: Well, I think
5 it's 27 different, I think, I say here.

6 COUNCILWOMAN BROWN: That's
7 a real indication of response to need
8 of those who are visiting and assurance
9 to ensure that they can speak with
10 those who share the same language.

11 MS. REARDON: Right.

12 COUNCILWOMAN BROWN: And
13 that should not go unrecognized as
14 well.

15 Any other questions from
16 members of the committee?

17 We thank you very, very
18 much.

19 MS. REARDON: Thank you
20 very much, Council.

21 COUNCILWOMAN BROWN: We
22 will stand in recess until 1:00. Thank
23 you.

24 (A recess was taken at this

1 time.)

2 COUNCIL PRESIDENT CLARKE:

3 Good afternoon. We are reconvening the
4 Committee of the whole on budget.

5 At this time we'll ask for
6 the office of Human Resources --

7 MR. D'ATTILIO: Good
8 afternoon, President Clarke and members
9 of City Council. My name is Albert
10 D'Attilio, and I am the City's Director
11 of Human Resources.

12 I'm here to present
13 testimony in support of the
14 Department's fiscal 2014 operating
15 budget requests.

16 With me today are Deputy
17 Human Resources Directors Brian Albert,
18 Michael McAnally, Celio O'Leary and
19 James Startare.

20 You have my written
21 testimony, so I will remit my remarks
22 and be available for any questions you
23 may have.

24 Our FY14 proposed general

1 fund budget of \$5,636,218 represents an
2 increase of \$137,440 from our FY13
3 estimated obligations. And this is due
4 mainly to an expected increase in
5 promotional testing for the police
6 department.

7 The other notable change in
8 our proposed budget impacts benefit
9 administration. We expect that the
10 \$75,000 for an outside firm in this
11 year's budget to evaluate eligibility,
12 to ensure that we're only providing
13 benefits to eligible dependents, will
14 be completed in this fiscal year so
15 that it won't be necessary to repeat it
16 in FY14.

17 You have expressed an
18 interest in the demographic makeup and
19 language skills of the office's
20 workforce. Approximately 63 percent of
21 the office of human resources employees
22 are women, 70 percent are minorities.
23 The Office of Human Resources currently
24 has five employees who are fluent in a

1 total of ten languages other than
2 English.

3 That concludes my
4 abbreviated testimony. I'm here to
5 answer any questions you may have.

6 COUNCIL PRESIDENT CLARKE:
7 Thank you. Just a quick one.

8 With respect to -- and
9 actually, I've got a question that was
10 just given to me by a member who is in
11 another meeting, and it kind of jives
12 with the first question I was going to
13 have.

14 In talking about this whole
15 healthcare issue, in Section 11, Page
16 67, it projects that health and medical
17 costs will decrease by approximately
18 \$5.6 million in FY14.

19 And one of the questions
20 is, will this proposed decrease have
21 any impact on the premium paid by City
22 employees? And the question given to
23 me by another member also asked, are
24 these requirements on employees saving

1 the City money?

2 So, it's basically same
3 question. Can you talk about that
4 reduction? Is it based on higher
5 employee contribution? Or is it based
6 on cost savings associated with the
7 management of the system?

8 MR. D'ATTILIO: So our
9 five-year plan is, essentially, flat
10 for medical spend, for benefit spend at
11 \$76 million. And we aggressively
12 manage the plan design in order to
13 achieve that result.

14 So as you're aware, in
15 FY13, starting in January, we made some
16 plan design changes, and we did
17 increase the contributions on the HMO
18 participants. We intend to be
19 aggressive in marketing the four major
20 benefit plans -- medical, prescription,
21 dental, and vision -- this year to be
22 as competitive as we can. But we are
23 constantly dealing with the increased
24 medical trends.

1 So to the extent that we
2 need to, again, maintain our budget, we
3 would look to competition and to plan
4 design changes.

5 COUNCIL PRESIDENT CLARKE:
6 All right. When you say through more
7 aggressively market, what does that
8 mean?

9 MR. D'ATTILIO: For our
10 medical benefits, the last time we went
11 out to market was in 2008. So we're
12 due to go out again this year. There
13 are only two or three players in this
14 area who offer medical benefits. We
15 hope that competition will help keep
16 those numbers down. Likewise, with
17 dental, prescription, and vision.

18 COUNCIL PRESIDENT CLARKE:
19 Okay.

20 MR. D'ATTILIO: The thought
21 being you go out to market, people have
22 to compete for the business -- or
23 companies have to compete for the
24 business, and they give you, hopefully,

1 a better price.

2 COUNCIL PRESIDENT CLARKE:

3 All right. Are we limited
4 geographically to this area? Because
5 most of the administration of a plan
6 does not require proximity, I'm
7 assuming. It's not like it's an actual
8 healthcare provided so-to-speak. So
9 when you market, are we marketed to
10 this region? Because there doesn't
11 seem to be a lot of competition in this
12 region.

13 I guess I'm kind of
14 segueing into the whole Obamacare
15 question where you allow people to --

16 MR. STARTARE: Good
17 afternoon, Council President. My name
18 is James Startare. I oversee employee
19 benefits.

20 And the answer to your
21 question is, it doesn't have to be
22 regional. So we put the proposal out.
23 It just so happens that we have a
24 region where there's not much

1 competition. And I can go on record
2 saying that the competition, whether in
3 this region or national, is
4 Independence Blue Cross, Aetna, Cigna,
5 and United Healthcare. It just so
6 happens we have a population that
7 resides in Philadelphia.

8 And with that makeup, two
9 premier carriers -- Independence Blue
10 Cross and Aetna -- are the two
11 organizations that typically, I would
12 either say, either come out on top or
13 submit the most competitive bids for
14 our program.

15 COUNCIL PRESIDENT CLARKE:
16 Is there a provider outside of the
17 region? Do you do an analysis
18 nationwide in terms of the least costly
19 provider, or is it --

20 MR. STARTARE: Well, the
21 providers I just mentioned are both
22 regional and national.

23 COUNCIL PRESIDENT CLARKE:
24 And national?

1 MR. STARTARE: Yes. So
2 they can offer the business locally or
3 nationally.

4 But the answer to your
5 question is, our employs reside
6 locally. So it's regardless of the
7 scope of the provider, it's the service
8 that they offer is regional because
9 we're a regional employer.

10 So, again, the carriers
11 that I mentioned, the providers that I
12 mentioned, are all national in scope.
13 So, in other words, it doesn't
14 necessarily matter of their national or
15 local scope.

16 COUNCIL PRESIDENT CLARKE:
17 Okay. All right. Let me ask you a
18 question with respect to a little more
19 detail: The issue with respect to some
20 of the municipal unions, in District
21 Council 33, I know recently did
22 something -- there were some issues
23 with respect to their ability to
24 maintain their healthcare system.

1 Can you talk to me about --
2 because I believe that they've actually
3 taken the responsibility of some levels
4 of management of their own program; am
5 I correct?

6 MR. D'ATTILIO: I don't
7 think I could really speak to the union
8 administrated plans. The four
9 municipal unions, DC 33, DC 47, the
10 Fraternal Order of Police, and Local
11 22, all administer their own benefit
12 packages.

13 COUNCIL PRESIDENT CLARKE:
14 Okay. Generally --

15 MR. D'ATTILIO: James
16 actually sits as a trustee on those
17 four benefit plans, but they're
18 responsible for the management. They
19 select the plans that they're going
20 to --

21 COUNCIL PRESIDENT CLARKE:
22 So didn't 33 recently do something with
23 Aetna that enhanced their ability to
24 manage their plan? I just remember

1 hearing bits and pieces because they
2 basically decided to --

3 MR. STARTARE: What I can
4 share with that is --

5 COUNCIL PRESIDENT CLARKE:
6 Is it something you can't talk about
7 here publicly?

8 MR. STARTARE: I think what
9 we can say publically is that District
10 Council 33 put an employee contribution
11 in place, and then made modifications
12 to their health benefits program which
13 is administered through Aetna.

14 So that's what they did.
15 They made plan modifications and they
16 implemented an employee payroll
17 contribution. And they did that, I
18 believe, it was December 1st of 2012.

19 COUNCIL PRESIDENT CLARKE:
20 And that allowed them to strengthen
21 their plan?

22 MR. STARTARE: I don't know
23 if strengthen it is necessarily the
24 appropriate word. It allowed the

1 health fund to remain -- it was the
2 fiduciary responsibility the Board to
3 make those decisions for the financial
4 stability of the fund.

5 COUNCIL PRESIDENT CLARKE:
6 Okay. All right. Okay. I'm going to
7 leave that line of questioning alone
8 because I can see some reluctance to
9 get in depth.

10 Councilman Oh?

11 COUNCILMAN OH: So I just
12 have some very basic questions, if
13 you'd help me understand.

14 So there's a City H.R.
15 department, and then we have
16 departments that have their own H.R.
17 departments.

18 MR. D'ATTILIO: That's
19 correct.

20 COUNCILMAN OH: So there's
21 the police H.R. department. How does
22 it interact, your office, with the
23 other H.R. departments?

24 MR. D'ATTILIO: So we have

1 what we refer to as central agency
2 responsibility. Essentially, we,
3 through the Civil Service Commission,
4 established a job classification, set
5 the compensation for those positions.
6 We then design and administer civil
7 service exams, we create eligible
8 lists, and then when a department needs
9 to fill a position, we certify the two
10 highest ranking names on an eligible
11 list to those departments. So we
12 oversee that.

13 We also provide benefits to
14 the 6,000 or so non-represented and
15 fair share employees. My department is
16 responsible for providing H.R.
17 departmental services to the
18 departments that report under the
19 managing director. So, we have a unit
20 under Brian Albert and Celia O'Leary
21 that handle those functions as well,
22 but it's mainly central agency.

23 So the decisions to hire,
24 fire, discipline, work out labor

1 resolutions of grievances at a
2 departmental level all reside with the
3 operating departments. They're not
4 central agency functions.

5 Does that help?

6 COUNCILMAN OH: It does
7 help. So in your central function, for
8 example, departments can add something
9 on? For example, our department H.R.
10 office can say, we want to have lie
11 detectors whereas others don't have lie
12 detectors. That's not something housed
13 in your office?

14 MR. D'ATTILIO: Well, the
15 only department that's permitted to
16 utilize the lie detectors or the only
17 function is for law enforcement,
18 because lie detectors are prohibited
19 elsewhere.

20 If the department wanted to
21 incorporate some selection instrument,
22 we would have to approve it. And for
23 most departments, we would administer
24 it. We've made an exception for the

1 police department, but that would come
2 through our office. They could make
3 the request, but if it's part of that
4 civil service examination process, we
5 have the ultimate say in that.

6 COUNCILMAN OH: Okay. In
7 terms of pay limitations, is it
8 possible to give a person one person
9 two titles and two payrolls?

10 MR. D'ATTILIO: No. In
11 civil service?

12 COUNCILMAN OH: Not in
13 civil service. Outside of civil
14 service.

15 MR. D'ATTILIO: I'm not
16 quite sure what you're referring to.
17 If I could come back to the civil
18 service side. Each position in the
19 civil service has a pay range assigned
20 to it and it's possible for someone to
21 have a permanent position in that civil
22 service title, but have either on a
23 provisional or a temporary basis or as
24 a relief appointment a secondary

1 position that they get paid for when
2 they function in that capacity.

3 COUNCILMAN OH: Okay. So,
4 for the --

5 MR. D'ATTILIO: For the
6 most part, I think everyone who is
7 exempt has one salary.

8 COUNCILMAN OH: Okay.
9 Those are all the questions I have.
10 Thank you very much.

11 COUNCIL PRESIDENT CLARKE:
12 Thank you, councilman.

13 Real brief. You referenced
14 earlier in your testimony about the
15 diversity numbers with respect to your
16 department. Can you tell me what's
17 reflected in the upper management
18 levels of your department?

19 MR. D'ATTILIO: Sure.

20 COUNCIL PRESIDENT CLARKE:
21 In terms of diversity.

22 MR. D'ATTILIO: So, again,
23 to summarize, when we were asked this
24 question, we were asked to identify our

1 executive staff. And we defined our
2 executive staff as the four deputy
3 directors, and then the senior position
4 within the civil service which is N-25.
5 And of those individuals, we have nine
6 people, 56 percent are male, 44 percent
7 are female, 44 percent are
8 African-American, and 56 percent are
9 white.

10 COUNCIL PRESIDENT CLARKE:

11 Okay. Thank you.

12 Okay. I don't see any
13 other Council members so I want to
14 thank you very much for your testimony
15 today.

16 MR. D'ATTILIO: Thank you,
17 Council President.

18 COUNCIL PRESIDENT CLARKE:

19 I think we'll do some callbacks, sir.
20 Be prepared for callbacks. You can
21 thank my good friend back there.

22 For the record, there being
23 no additional questions, the Committee
24 will stand in recess until Tuesday,

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April 16th at 10:00 a.m.

Thank you very much.

* * * * *

(Proceedings were concluded
at 1:38 p.m.)

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